Demand IQ Cookie Policy

1. What are cookies?

Cookies are small text files placed on your device when you visit a website. They help the website work, remember your preferences, and help us understand how visitors use our website.

2. How we use cookies

Demand IQ may use cookies and similar technologies to provide and improve our website, keep it secure, remember settings, understand website use, and support marketing where permitted.

3. Types of cookies

Essential cookies: These are needed for core website functions and security.
Preference cookies: These remember choices such as language or settings.
Analytics cookies: These help us understand website traffic and usage so we can improve the site.
Marketing cookies: These may help measure campaigns or show relevant information, where you have given permission.

4. Third-party cookies

Some services used on the website may set their own cookies. These services may include website analytics, embedded content, forms, or other tools. Their use of cookies is governed by their own privacy notices.

5. Managing cookies

You can manage or block cookies through your browser settings. Blocking essential cookies may affect how the website works. Where a cookie consent tool is provided, you can also use it to manage your choices.

6. Personal information

Some cookies or similar technologies may be linked with information that can identify you. Our Privacy Notice explains how we collect, use, and protect personal information.

7. Changes to this policy

We may update this Cookie Policy from time to time. The latest version will be posted on this page with the updated date.

8. Contact us

If you have questions about this Cookie Policy, contact us at hello@demandiq.co.uk.